

Message Text

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PAGE 01 VIENNA 06505 182145Z
ACTION EUR-12

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FM AMEMBASSY VIENNA
TO AMEMBASSY BERN
INFO SECSTATE WASHDC 7233
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UNCLAS VIENNA 06505

USDOC
FOR AMBASSADOR WARNER FROM AMBASSADOR WOLF

E.O. 11652: N/A
TAGS: BEXP, XG
SUBJECT: COORDINATED AMERICAN EXPORTER ACTIVITY

REF: BERN 3387

1. FOLLOWING OUR CONVERSATION LAST WEEKEND, I HAVE
DISCUSSED YOUR PROPOSAL FOR AN EARLY DECEMBER EXPORTER-
IMPORTER DAY DEVOTED TO CONSUMER GOODS IN SOME DETAIL
WITH MY STAFF. WE ALSO HAVE STUDIED THE MATERIAL ON
YOUR EARLIER EVENT, WHICH WAS CONTAINED IN THE BOOK
YOU CIRCULATED IN LONDON.

2. WE CERTAINLY SUPPORT YOUR INITIATIVE IN UNDERTAKING
THIS TASK. WE WOULD, HOWEVER, LIKE TO PROPOSE SOME
"VIENNESE VARIATIONS" ON THE "BERN THEME", WHICH
OUR EXPERIENCE INDICATES WOULD BE MORE
APPROPRIATE IN ADAPTING TO OUR LOCAL MARKET, PROGRAM
AND RESOURCE CONDITIONS: WE DO NOT PLAN TO SCHEDULE AN
EXPORTER-IMPORTER DAY FOR THE GROUP; RATHER, WE WOULD
ASK IF YOUR STAFF WOULD BE GOOD ENOUGH TO SEND US
COPIES OF THE AFFIRMATIVE REPLIES FROM THE EXPORTERS
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PAGE 02 VIENNA 06505 182145Z

CONTACTED. WE WOULD THEN PRE-PROCESS THESE
INDIVIDUALLY TO SEE WHETHER THE ITEM OFFERED MIGHT BE
SUITABLE FOR THE AUSTRIAN MARKET, AND SPECIFICALLY
WHETHER THERE IS IMPORTER INTEREST. ASSUMING INTEREST IS
EXPRESSED IN CERTAIN OF THE PRODUCTS, WE WOULD THEN TRY
TO MAKE ARRANGEMENTS TO GET THE PROSPECTIVE BUYERS AND
SELLERS IN CONTACT THROUGH WHATEVER MEANS WAS FEASIBLE.

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3. I REALIZE THAT YOU MUST MOVE AHEAD WITH YOUR RECRUITING AND GENERAL SCHEDULING, AND THAT WE RUN THE RISK OF LOSING OUT ON THE CHANCE FOR PERSONAL CONTACT IF TIME BECOMES TIGHT. NONETHELESS, BECAUSE OF MARKET UNCERTAINTIES AND OTHER PROBLEMS HERE WHICH I MENTIONED, I THINK WE MUST ASSUME THAT RISK. THE OTHER SIDE, OF COURSE, IS THAT AFTER THE SCREENING WE SHOULD BE IN A BETTER POSITION TO OFFER BOTH PROSPECTIVE BUYER AND SELLER SOMETHING MORE CONCRETE THAN A GENERAL MEETING, WHICH I THINK SHOULD BE OF INTEREST TO THE SERIOUS EXPORTER.

4. I HOPE THAT YOU AND YOUR STAFF WILL BE WILLING TO COOPERATE WITH US IN THE MANNER PROPOSED, FOR I THINK IT COULD OFFER OPPORTUNITIES FOR KILLING "SEVERAL BIRDS WITH ONE STONE".

5. REGARDS. WOLF

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NNN

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